



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Henderson - Las Vegas

CONTRACT

<u>Contract / Revision</u> 484504 /		<u>Alt Order #</u> 06225361
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 08/28/12 - 09/03/12	<u>Estimate #</u>	
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 07/06/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/28/12	08/31/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	8	\$2,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				8	\$365.00			
N 2	KVVU	09/03/12	09/03/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	2-----				2	\$365.00			
N 3	KVVU	08/28/12	08/31/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	8	\$3,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				8	\$385.00			
N 4	KVVU	09/03/12	09/03/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	2-----				2	\$385.00			
N 5	KVVU	08/28/12	08/31/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$80.00			
N 6	KVVU	09/03/12	09/03/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1-----				1	\$80.00			
N 7	KVVU	09/01/12	09/01/12	TMZ Weekend	Sa 7-8p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----1-				1	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	08/27/12-09/02/12	TMZ Weekend	Sa 7-8p	-----Sa--	:30		\$150.00	NM		
				See MG 7.2								
	2	KVVU	09/02/12-09/02/12	Extra Weekend	Su 6-7p	-----Su	:30		\$150.00	NM		
				Ⓜ MG for 7.1 09/01								
N 8	KVVU	08/28/12	08/31/12	TMZ	730-8p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$450.00			
N 9	KVVU	09/03/12	09/03/12	TMZ	730-8p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1-----				1	\$450.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u> 484504 /		<u>Alt Order #</u> 06225361
<u>Contract Dates</u> 08/28/12 - 09/03/12	<u>Product</u> S BERKLEY FOR SENA	<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 07/06/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KVVU	08/28/12	08/31/12	Extra	M-F 7-730p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$250.00			
N 11	KVVU	09/03/12	09/03/12	Extra	M-F 7-730p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1-----				1	\$250.00			
N 12	KVVU	09/01/12	09/01/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----1-				1	\$500.00			
N 13	KVVU	08/28/12	08/31/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				8	\$750.00			
N 14	KVVU	09/03/12	09/03/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	2-----				2	\$750.00			
N 15	KVVU	08/28/12	08/31/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$450.00			
N 16	KVVU	09/03/12	09/03/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1-----				1	\$450.00			
N 17	KVVU	09/02/12	09/02/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----1				1	\$745.00			
Totals											53	\$22,545.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	53	\$22,545.00	\$19,163.25
Totals	53	\$22,545.00	\$19,163.25

Signature: _____ Date: _____

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REP HEADLINE# 6225361 TRF# 484504
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 15.24
*** KVVU-TV ***
CHANGES

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS
SEP/12	22545.00											22545.00
											CONTRACT TOTAL	22545.00
											TOTAL SPOTS	53

MARKET TOTALS	\$173,423	KVVU 13%	KSNV 49%	KLAS 21%	KTNV 16%	KVMY 1%	KVCW 0%	CABL 0%
			KTUD 0%					

HEAVY NEWS. OLYMPICS BOUGHT ON NBC.

SVC- NSI
DEMOS- RA35+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE